

An ounce of prevention is worth a pound of cure

GOOCHLAND COURIER

GOOCHLAND, VA

WEEKLY

NOV 26 2002



VIRGINIA CLIPPING SERVICE

For the Holid



Linda Hopkins, coordinator for the Goochland area None for the Road program, wears DU Eyes goggles that simulate sensory impairment caused by excessive intake of alcohol and drug use. The program's aim is to raise awareness of the dangers of impaired driving and thereby lessen the risk of alcohol and drug related auto crashes.

By S. E. Warwick XGD

After years of teaching the Virginian Alcohol Safety Action Program (VASAP), whose completion is required by those convicted of some driving under the influence (DUI) infractions, Linda Hopkins wanted to stop the problem before it started.

"I try to make VASAP fun," Hopkins said. "My approach is to teach everything about impaired driving with a 'let's not do this again' attitude."

On Mon., Nov. 18, Hopkins kicked off a "None for the Road" holiday campaign to prevent impaired driving.

Funded by a grant from the Virginia Office of Juvenile Justice and Delinquency Prevention, the exhibition in the common area of J. Sargeant Reynolds Community College included videos, posters and a demonstration of goggles called "DU Eyes" that mimic the effects of inebriation.

Sponsored by the Virginia Department of Alcoholic Beverage Control, None for the Road seeks to educate all Virginia drivers about the state's alcohol beverage laws and the consequences of operating a motor vehicle with impaired senses.

"People won't listen to us if we preach," Hopkins said. "This way the young people understand why it's so dangerous to drink and drive."

Hopkins explained that the program will work with the Goochland Sheriff's Office throughout the year to be proactive rather than reactive to the problem of impaired driving.

"We hope to help the people in the community get to know our deputies better," Hopkins said. "This is not a prohibition program, but a way to encourage responsible driving."

According to statistics for 2001 published by DMV, 385 people were killed in alcohol related crashes, an increase of 0.85 percent from 2000.

More than 21 teenagers, age 15 to 19, were injured in alcohol related crashes in the same period.

Convictions for DUI rose 2.26 percent from 2000 to a total of 28,044.

According to Hopkins, being a responsible host at holiday parties is one way to help with the problem. Hopkins suggests serving plenty of food and controlling the amount of alcohol consumed. If guests are impaired, offer them a sober ride home, or let them stay overnight.

Hopkins pointed out that Virginia law is tough on drunk and drugged drivers, especially those under age 21 who cannot legally drink. Jail time, stiff fines and suspension of operator's license face those convicted of DUI offenses.

The purpose of the None for the Road campaign is to save lives and prevent injuries.

"If we save one life, it's worth it," Hopkins said.

From the Goochland Courier, November 26, 2002
Goochland, Va.

"An ounce of prevention is worth a pound of cure"

Police Out In Full Force To Stop Drunk Drivers

+GD By ROBBIE McMILLAN
Sun Staff Writer

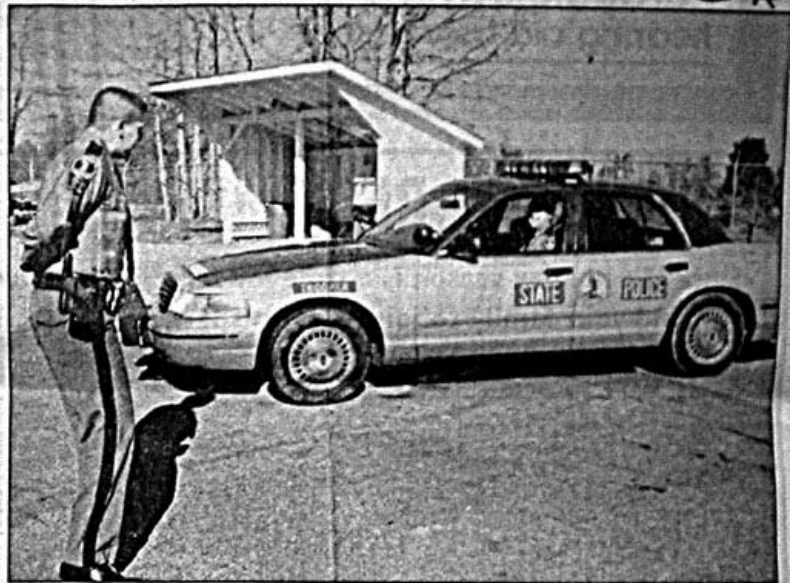
SOUTH HILL — The Virginia State Police will be on high alert on New Year's Eve in hopes of drastically reducing the number of accidents involving drinking and driving.

"If people are smart and use a Designated Driver and good common sense, we will have a safe New Year," said Senior Trooper T.K. Covington, stationed in South Hill.

The State Police pledged to be highly visible on the Commonwealth's roadways throughout the holiday season. "We anticipate there will be a record number of travelers on the highways this Christmas and New Year's holiday," said Colonel W. Gerald Massengill, superintendent of the Virginia State Police Superintendent. "We want to do everything possible to deter the fatal crashes caused by impaired and aggressive drivers."

The Department and other state law enforcement agencies will continue their multi-state initiative, Checkpoint Strike force, by conducting checkpoints with local police departments and other state police departments through Jan. 4.

In 2001, there were 13 fatalities during the Christmas holiday (4-day period) and 10 during the New Year's holiday (4-day period). This year
Please see POLICE, page 3



READY FOR THE ROAD — State troopers at the South Hill office are geared up to patrol the highways and byways tonight, all in an effort to keep drunk drivers off the road on New Year's Eve. (Robbie McMillan Photo)

POLICE

From page 1

in the state of Virginia, 883 people have been killed in car accidents. The numbers are significantly down from the 2001 — 924 — but there is still a need to practice safe, responsible driving.

If caught, drunk drivers face

toughened criminal penalties and will lose their right to drive. "Impaired driving is no accident. It is a violent crime that kills," Col. Massengill said. "We encourage motorists to make it 'None for the Road' this holiday season."

Other safe-driving advice includes driving defensively, obeying posted speed limits, wearing safety belts and putting children and infants in child safety seats that are installed

correctly.

In association with the state police, the ABC Board of Virginia is taking part in the None for the Road campaign. Traditionally, the December holidays are linked to one of the deadliest times of the year on the Commonwealth's highways, and committee members are making an effort to change that. A branch of the program includes networking through groups and organizations that create their own local grass root programs. The statewide advertising, visible as people travel and attend movies, adds strength to the local programs.

MECKLENBURG SUN

CLARKSVILLE, VA
WEEKLY 6,000

DEC 31 2002
VIRGINIA CLIPPING SERVICE

From the Mecklenburg Sun, December 31, 2002
Clarksville, Va.
"Police Out In Full Force To Stop Drunk Drivers"

Police, groups look to keep roads safe

By Bill Freehling
The News & Advance

The holiday season brings to mind a number of things: chestnuts roasting on an open fire, glittering decorations, gift giving, drunken driving.

The last category doesn't seem to fit with the others. But, sadly, alcohol-related vehicle crashes traditionally peak at this time of year.

According to the Virginia Department of Motor Vehicles, there were 1,110 alcohol-related crashes statewide in December 2001. November was the only other month in which the total surpassed 1,000.

Those December crashes led to 22 deaths and 751 injuries. Thirteen people were killed and 836 injured during the Christmas holiday alone last year.

Several groups and individuals are trying to make sure the roads stay safe this holiday season. In August, the Virginia Department of State Police started a program called Checkpoint Strike Force that closely monitors drunken driving along the state's busiest roads.

The program is a multi-state enforcement effort funded by the National Highway Traffic Safety Administration. It involves law enforcement agencies in the District of Columbia, Delaware, Maryland, Pennsylvania, Virginia and West Virginia.

Troopers have set up checkpoints every week in each of the state's counties and cities, said Mike Stater, a

spokesman for the state police.

"Sobriety checkpoints have been a proven method over the years to deter and reduce drunken driving," he said.

Since August, troopers have checked more than 26,000 vehicles, leading to 258 DUI arrests. The legal blood-alcohol level in Virginia is .08. In 2001, 28,044 people were convicted of driving under the influence.

The state police often work together with local law-enforcement offices. Checkpoints usually occur between 10 p.m. and 2 a.m. on Friday and Saturday nights — highly visible times.

"We want to be out there and be seen and let people know we're out there," Stater said.

Virginia is also using a \$150,000 public-awareness program called "None for the Road" to combat drunken driving through advertisements on billboards, buses and movie screens.

"We want to constantly remind people of the message," said spokeswoman Becky Gettings of the Virginia Department of Alcoholic Beverage Control, which administers the program.

The program is funded through a grant from the Virginia Department of Motor Vehicles. The DMV is one of 11 organizations that have teamed up to run the program.

The effort includes distributing buttons and posters to stores and restaurants selling alcohol. Local law enforcement and safety groups have also received materials. In Lynchburg, the program has sponsored four advertisements on city buses since Nov. 16.

One of the largest groups targeted through the campaigns is teenagers, who have historically had the highest traffic deaths compared with other age groups.

Thirty-four teenagers were killed and 1,110 were injured in alcohol-related crashes in 2001.

At E.C. Glass High School, a group called Youths of Virginia Speaking Out (YoVaSo) is trying to combat drunken driving.

"It's a problem always at Glass," said senior Rebecca Milam, a volunteer for the group and the Student Government Association president. "But especially during the holidays."

Milam said YoVaSo volunteers delivered a series of anti-drunken driving lessons last spring. They brought a crashed car into the parking lot and didn't tell students it was a setup until the shock value passed.

They also organized a "grim reaper day," in which some students, representing people who had died in wrecks, could not talk. They also held an alcohol-free dance, had an assembly speaker and worked with the Lynchburg Fire Department to deliver the safety message.

Milam said YoVaSo members got good feedback from the events and plan similar activities this spring. The spring was chosen because prom and the summer holidays are also big times for drunken driving, Milam said.

On Monday, Milam plans to put up 147 cut-out angels around the school, representing the number of teens who have died in Virginia so far this year.

Regardless of what season it is or how old you are, Stater says people considering getting behind the wheel after drinking should remember one basic idea.

"Don't do it," he said. "That's the biggest message you can get out there."

➤ Contact Bill Freehling at wfreehli@newsadvance.com or (434) 385-5531.

ALCOHOL-RELATED CRASHES

Alcohol-related crashes in Central Virginia in 2001:

- **Amherst County**, 41 alcohol-related crashes, resulting in two deaths and 28 injuries.
- **Appomattox County**, 19 alcohol-related crashes, resulting in one death and 15 injuries.
- **Bedford County**, 112 alcohol-related crashes, resulting in six deaths and 101 injuries.
- **Campbell County**, 78 alcohol-related crashes resulting in three deaths and 79 injuries.
- **Lynchburg**, 96 alcohol-related crashes resulting in five deaths and 65 injuries.

Source: Virginia Department of Motor Vehicles

NEWS & ADVANCE

LYNCHBURG, VA

DAILY 38,278

DEC 16 2002

From the New and Advance, December 16, 2002
Lynchburg, Va.

"Police, groups look to keep roads safe"

One life lost in a preventable traffic crash is one too many. Approximately one in three of us will be involved in an alcohol-related crash at some point in our lives. Help your friends and family members celebrate the holidays safely and responsibly, by not drinking and driving. You can make a difference in someone's life just by reminding them not to drink and drive. Traditionally, the holidays are linked to some of the deadliest times of year on Virginia's highways.

We wish we could tell you that the past few years had been an exception. We wish we could tell you that we've solved the problem of drinking and driving - that deaths are at an all-time low.

Alcohol-related fatalities in Virginia are still occurring at an alarming rate. Last year, approximately one person died in Virginia each day as a result of someone driving under the influence; a tragic loss each and every day.

Thank you all for helping to prevent the senseless deaths resulting from driving under the influence of alcohol and other drugs. We must all get involved as a community. We must broaden our efforts and further increase our enthusiasm for this cause - continuing to work together to eradicate drunk and drugged driving. By diligently campaigning to keep drunk drivers off the roads, we can make Virginia's roadways safer for our families and friends.

The "None for the Road" committee knows the best defense against an alcohol-related crash is planning ahead. Responsible decision-making can reduce your chances of being another fatal statistic. Of course, the best and safest policy is to never drink and drive.

Unfortunately, many still ignore this advice. So help your family and friends celebrate safely and responsibly. Encourage them to always designate a driver and buckle up.

Remember drinking and driving fatalities are entirely preventable. Share today's message with co-workers, church members, neighbors and friends. Create opportunities. If you haven't already, make a commitment today to never drink and drive. Let's all do our part to ensure that Virginia's holidays are cherished memories that will last a lifetime.

The "None for the Road" Prevention Packet and "How to Plan a None for the Road Event" is available on the web, www.abc.state.va.us/Education/none4road/none4road-02.html

None for the Road

for the Holidays

NONE for the ROAD

For the Holidays!

Responsible Hosting Be the Life of the Party!

Planning for a successful event requires a tremendous amount of time, effort and energy. Whether hosting a small private gathering or a large charity event, party planners are responsible for making sure the event is not only fun, but also safe!

Did you know that nearly 40 percent of all traffic fatalities in Virginia are alcohol-related? The best defense against an alcohol-related crash is planning ahead! By following these tips, we hope your event will remain a cherished memory for years to come.

- Do not allow underage or intoxicated individuals to consume alcohol at your gathering.

- When offering alcoholic beverages, serve high-protein foods such as cheese and meats. These stay in the stomach longer, slowing down the absorption of alcohol into the bloodstream.
- Always provide non-alcoholic beverages as an alternative. Have a responsible bartender who will refrain from drinking during the party and who will use jiggers to measure alcohol for mixed drinks.
- Coffee and cold showers do not help someone sober up - only time can do that. Arrange rides for impaired and intoxicated guests or allow them to stay overnight.

- Remember that the alcohol content in a 12-ounce beer, a 4 to 5-ounce glass of wine and a 1-ounce glass of liquor (100 proof) is all the same, even when mixed with non-alcoholic beverages.
- Don't force drinks on your guests or rush to refill their glasses right away.
- Stop serving alcohol before the party is over and continue to serve food and non-alcoholic drinks.

Information on this page is excerpted from "Life of the Party: Responsible Hosting in Virginia". This booklet is packed with useful information for hosting a party including when to apply for an ABC license, food and holiday recipes, and safety tips. To order a free copy, call the Virginia Alcohol Safety Action Program (VASAP) at (804) 786-5895.

Holiday Recipes

Sangria (serves 4)

4 oz. Orange juice
4 oz. Cranberry juice
2 Slices Lime, Lemon, Orange (each)
4-6 Fresh Cranberries (optional)
1 bottle sparkling apple cider
Ice

Place orange juice, cranberry juice and fruit slices into a pitcher. Add ice and pour whole bottle of sparkling apple cider over the rest of the ingredients. Stir with a spoon and serve in wineglasses.

Sassy Salmon Dip

1 can (about 1 oz.)
Salmon, drained, flaked
Grated peel of half of fresh lemon
1 tablespoon fresh lemon juice

1 cup dairy sour cream
1/4 cup chopped ripe olives
3 tablespoons of finely chopped green onion
2 tablespoons chopped parsley
Assorted raw vegetables or chips

Combine salmon, lemon peel and juice, sour cream, olives, green onion and parsley; chill. Serve as a dip with vegetables or chips. Makes about 2 cups dip.

According to statistics provided by the police, 364 people died in alcohol-related crashes in Virginia last year - a more than 8 percent increase over 1998. One person dies in Virginia each day as a result of someone driving under the influence, according to state police officials.

Top 10

Ways to Talk to your Teen About Alcohol

Are you a good role model? Think about your own values and choices regarding the use of alcohol and other drugs before talking with your teen. Evaluate the drinking patterns in your home and take a hard look at what your teen is learning.

1. **SET A GOOD EXAMPLE.** Accept your role as a parent and do not use alcohol as a way to cope with problems. Do not drink and drive.
2. **ESTABLISH FIRM RULES AND ENFORCE THEM.** Explain the facts about alcohol. Make it clear that alcohol is not an option until your teen is 21. Set a curfew and talk with your teenager when he or she returns home.

3. LISTEN TO YOUR TEEN.

Pay attention to your teens and actively participate in their lives. Build their self-esteem.

4. TALK WITH YOUR TEEN ABOUT CONSEQUENCES.

Every choice matters. Not only could your teen lose his/her driver's license, but they could also lose their life.

5. OFFER ADVICE.

Help your child learn to deal with emotional ups and downs of being a teenager.

6. KEEP LINES OF COMMUNICATION OPEN.

Encourage open and honest discussion of alcohol/drugs, sex and peer pressure. Education should begin early and often.

7. DISCUSS PEER PRESSURE.

When peer pressure hits, they'll know how to face it. Help your child devise strategies for refusing alcohol

and other drugs. Get to know your teen's friends and their parents. Work together to provide and establish clear and consistent messages.

8. EDUCATE, EDUCATE, EDUCATE.

It is your job to teach your teen about alcohol and its effect on the body.

Educate them about the hearing, speech and vision impairment that results from alcohol consumption and how all of these work together to dull reason and judgment. Most teenagers' bodies oxidize or burn up one standard serving of beer (12 oz.), wine (4 oz.), or liquor (1 oz.) in two hours.

9. DON'T BE NAÏVE.

Watch for signs of abuse such as lower grades, loss of friends or different friends, social withdrawal and missing money. If you sense a problem, pursue it.

10. ENCOURAGE ENJOYABLE AND WORTHWHILE ACTIVITIES.

You and your teen could participate in a new outdoor activity together.

NEWS LEADER

STAUNTON, VA
DAILY 18,703

DEC 31 2002

VIRGINIA CLIPPING SERVICE

SATIRA encouraging none for the road

6D

One life lost in a preventable traffic crash is one too many. Statistics show that approximately one in three will be involved in an alcohol-related crash at some point in our lives. Help your friends and family members celebrate the holidays safely and responsibly by not drinking and driving.

Traditionally, the December holidays are linked to one of the deadliest times on Virginia's roadways. Last year, 355 people were killed in alcohol-related crashes, according to DMV's statistics. That's a disheartening statistic.

The Substance Abuse Task Force in Rural Appalachia (SATIRA) wants to raise public awareness and involve communities in activities preventing senseless deaths and injuries resulting from driving under the influence of alcohol and other drugs. This means involving parents, teachers,

businesses, health organizations, law enforcement, churches, and synagogues. By diligently campaigning to keep drunk and drugged drivers off the roads, we can make Virginia's roadways safer for our families and friends.

Locally, convenience stores are placing None for the Road cling-on mini-posters on coolers where alcoholic beverages are sold and restaurants are distributing None for the Road tip cards to patrons. Other promotional items are being distributed throughout the county.

All Virginians are encouraged to do their part to promote the None for the Road message during the holidays and all year round.

For more information on the None for the Road campaign, call 988-5583, ext. 324 or Virginia ABC at (804)213-4413 or (804)213-4688.

From the Richland News-Press, December 25, 2002
Richlands, Va.

"SAITRA encouraging none for the road"